



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Lewis
Washington**

BRIEFING OUTLINE

Fort Lewis

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

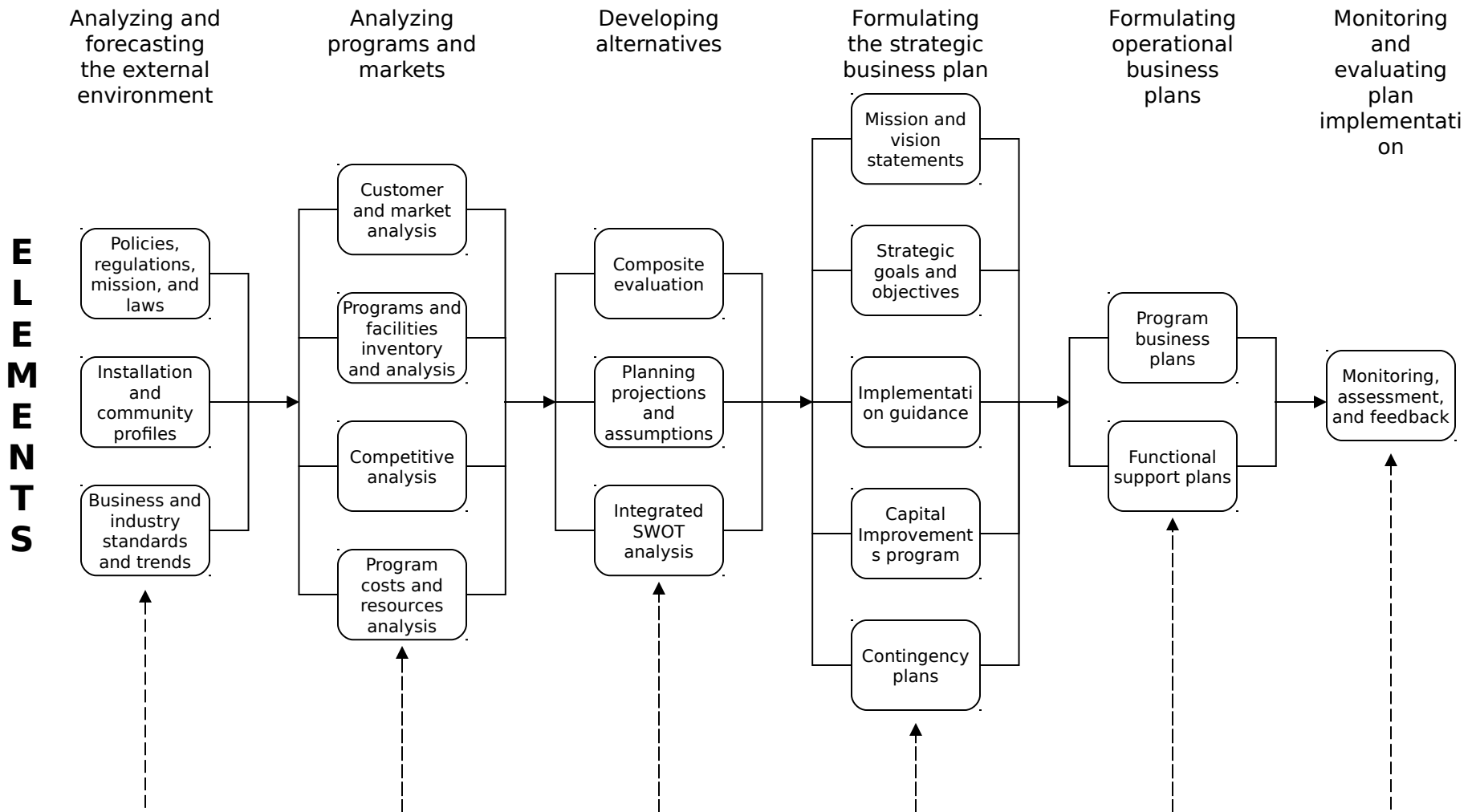
▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL

COMPONENTS



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,899 surveys were distributed at Fort Lewis



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

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▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Lewis:					
Active Duty	24,412	1,264	220	17.41%	±6.58%
Spouses of Active Duty	10,687	1,490	178	11.95%	±7.28%
Civilian Employees	8,357	946	147	15.54%	±8.01%
Retirees	15,744	1,199	334	27.86%	±5.31%
Total	59,200	4,899	879	17.94%	±3.28%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

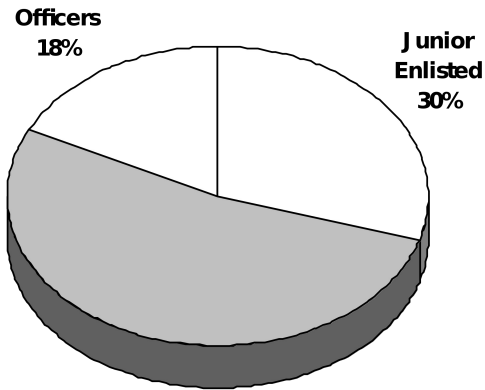
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

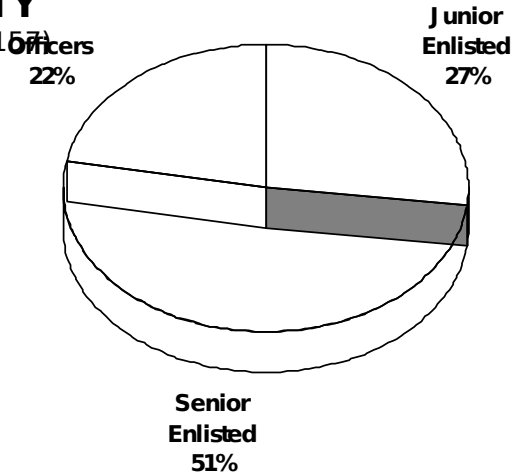
ACTIVE DUTY

(n = 205)



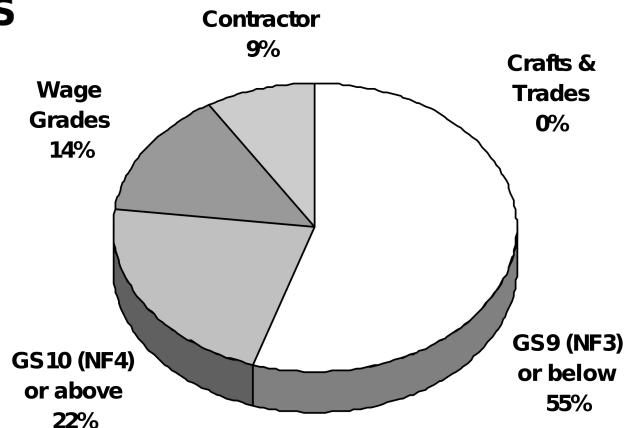
SPOUSES OF ACTIVE DUTY

(n = 157)



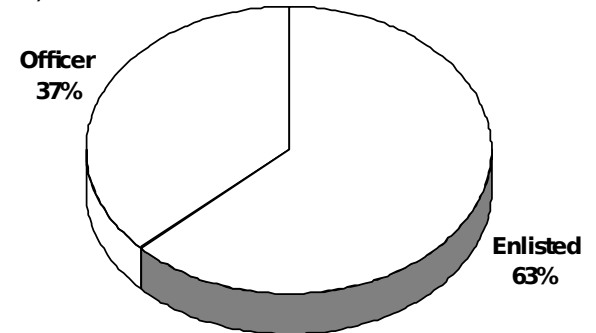
CIVILIANS

(n = 130)



RETIREEES

(n = 246)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Fort Lewis

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT LEWIS

Fort Lewis

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	52%
Library	36%
Car Wash	32%
Bowling Center	27%
Swimming Pool	25%

LEAST FREQUENTLY USED FACILITIES

BOSS	5%
Youth Center	6%
Marinas	6%
School Age Services	6%
Bowling Pro Shop	6%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT LEWIS*

Fort Lewis

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Bowling Pro Shop	4.38
Library	4.38
Outdoor Recreation Center	4.36
BOSS	4.33
Fitness Center/Gymnasium	4.28

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Child Development Center	3.88
Multipurpose Sports/Tennis Center	3.88
Youth Center	4.03
Arts & Crafts Center	4.09
Post Picnic Area	4.10

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT LEWIS*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Bowling Pro Shop	4.30
Library	4.24
Golf Course Food & Beverage	4.23
Marinas	4.21
Outdoor Recreation Center	4.20

FACILITIES WITH LOWEST QUALITY RATINGS*

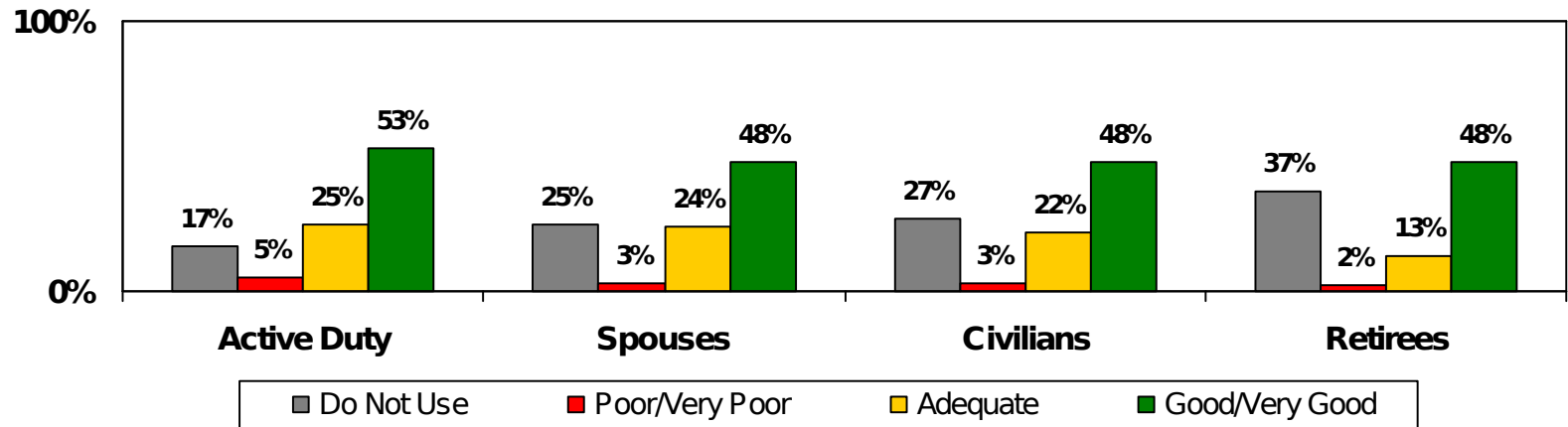
Multipurpose Sports/Tennis Courts	3.68
Post Picnic Area	3.77
Recreation/Community Activity Ctr.	3.80
Arts & Crafts Center	3.81
Swimming Pool	3.86

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

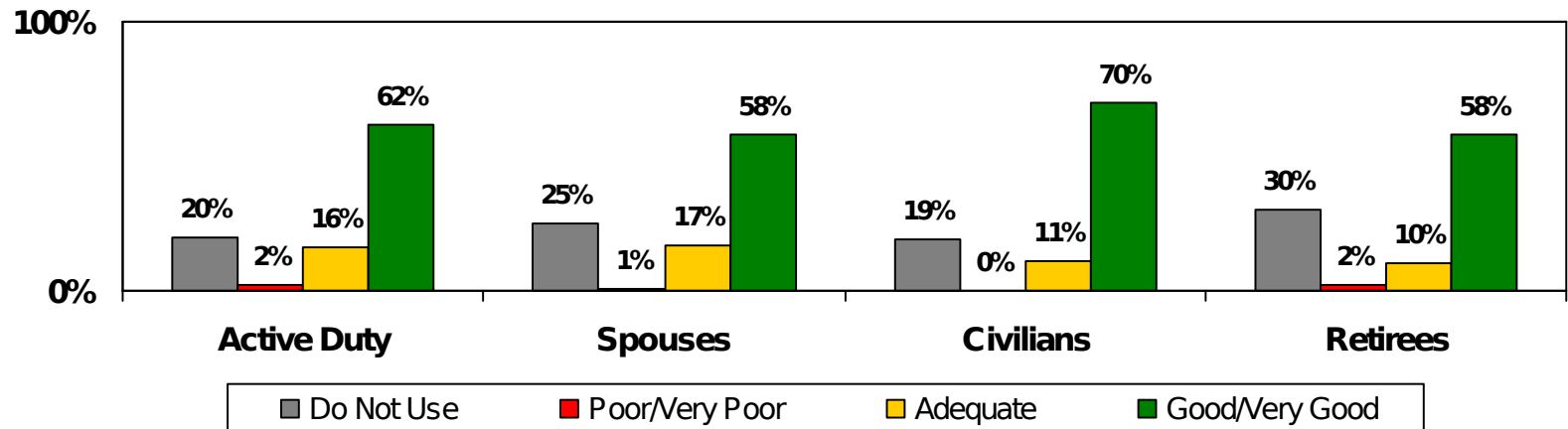
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



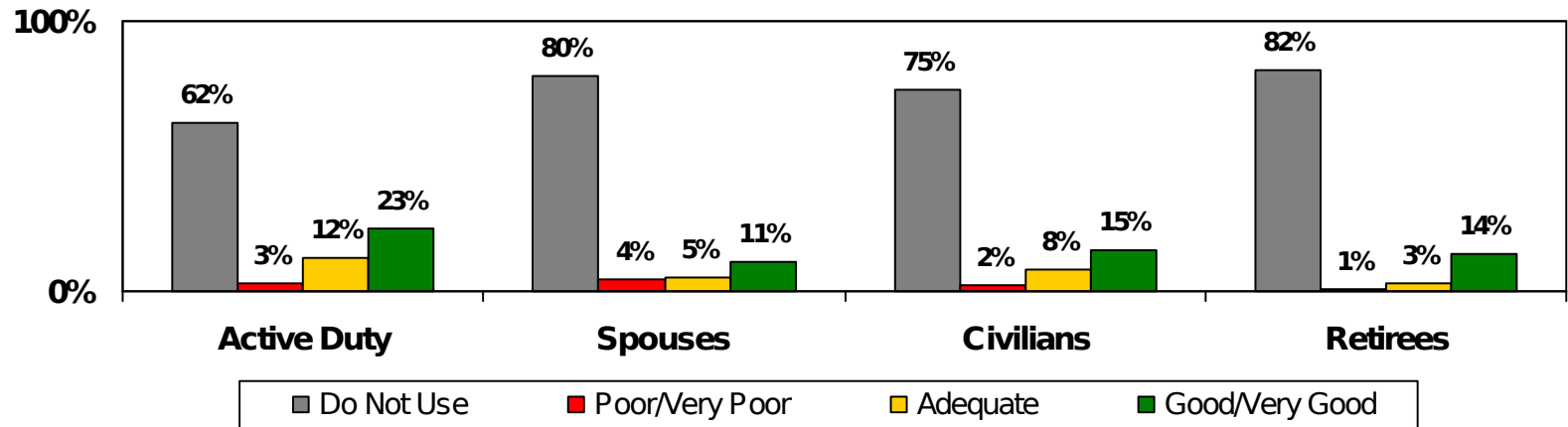
Quality of Off-Post Services



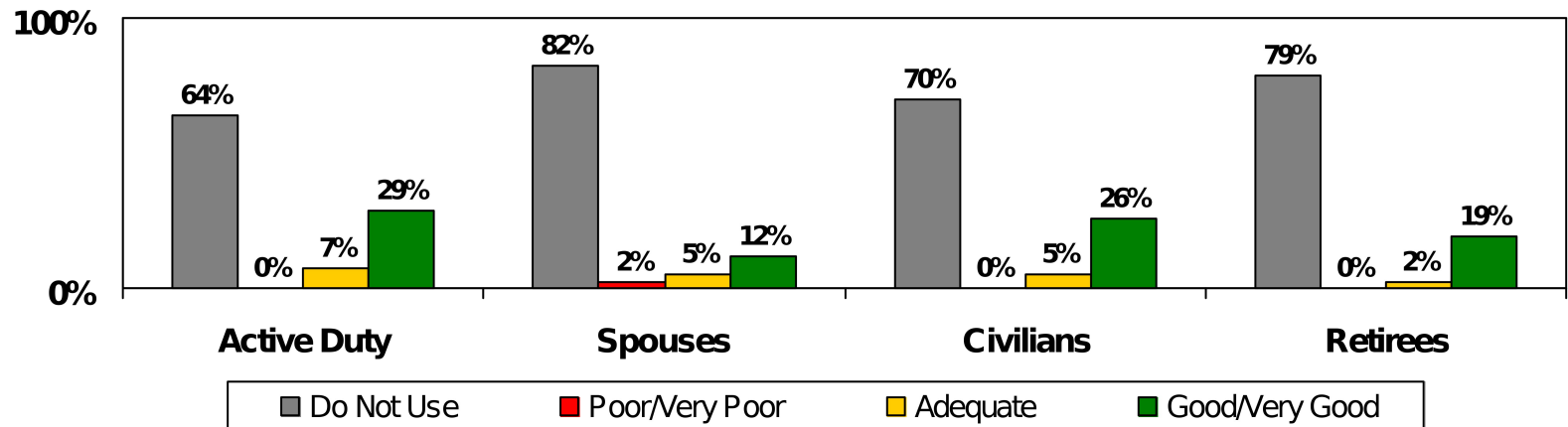
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Lewis

Quality of On-Post Services



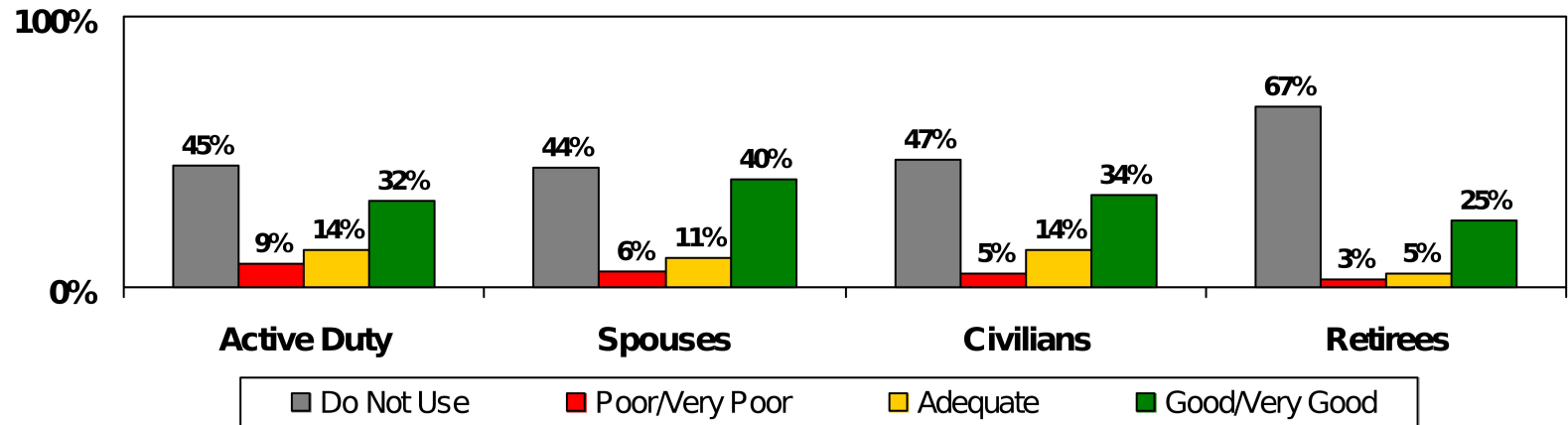
Quality of Off-Post Services



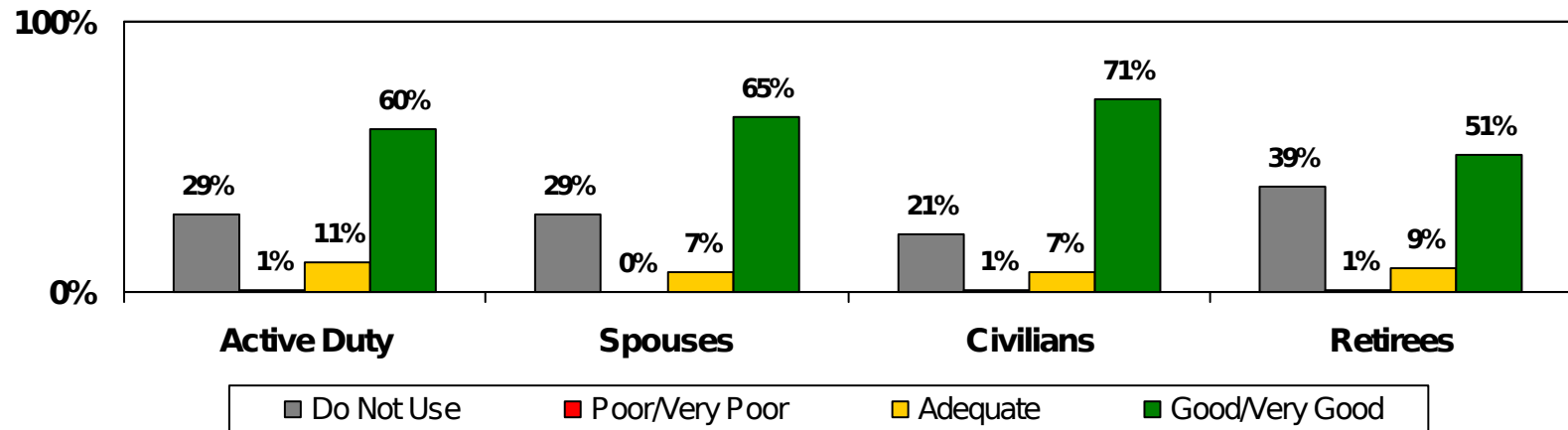
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

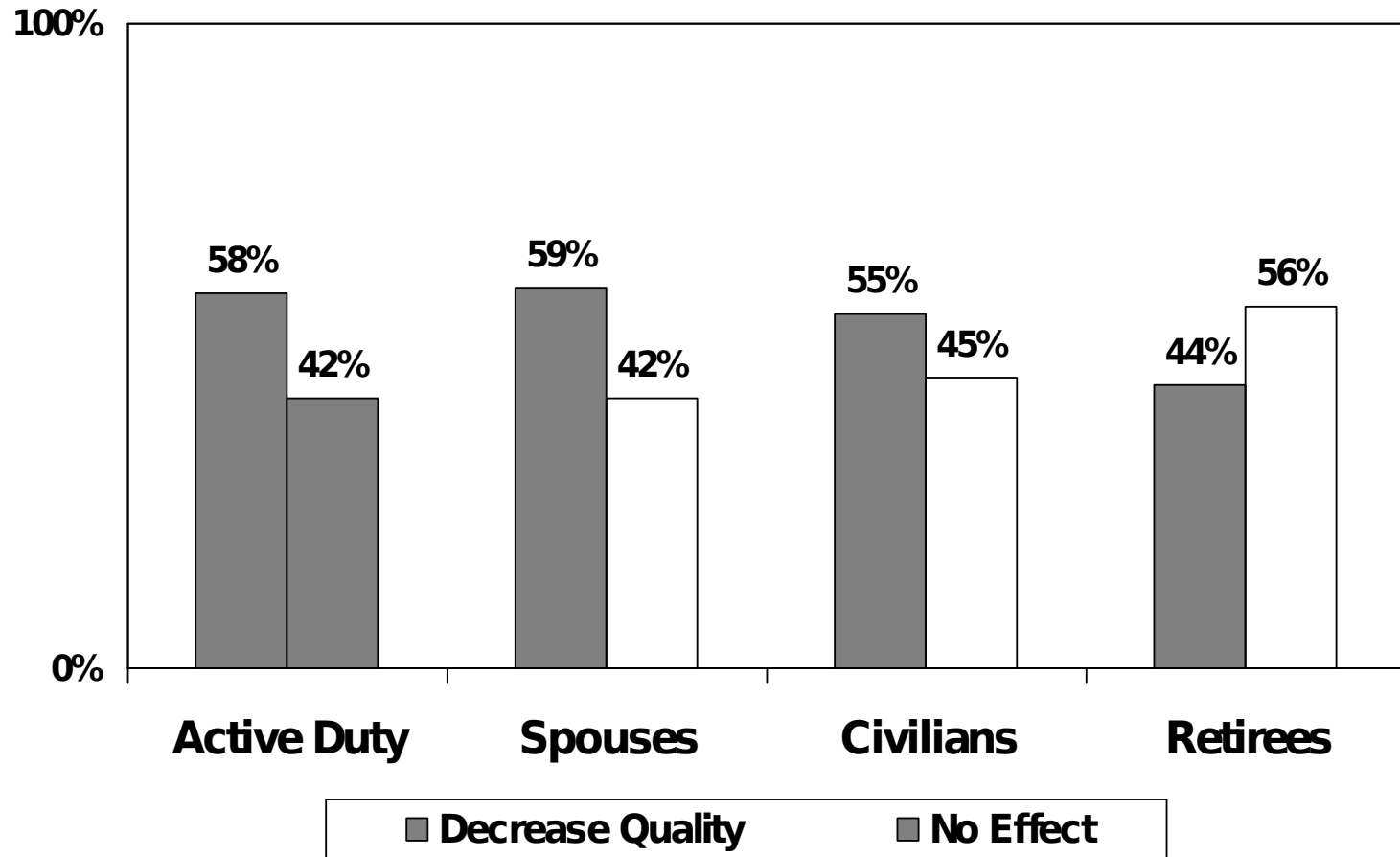


Quality of Off-Post Services



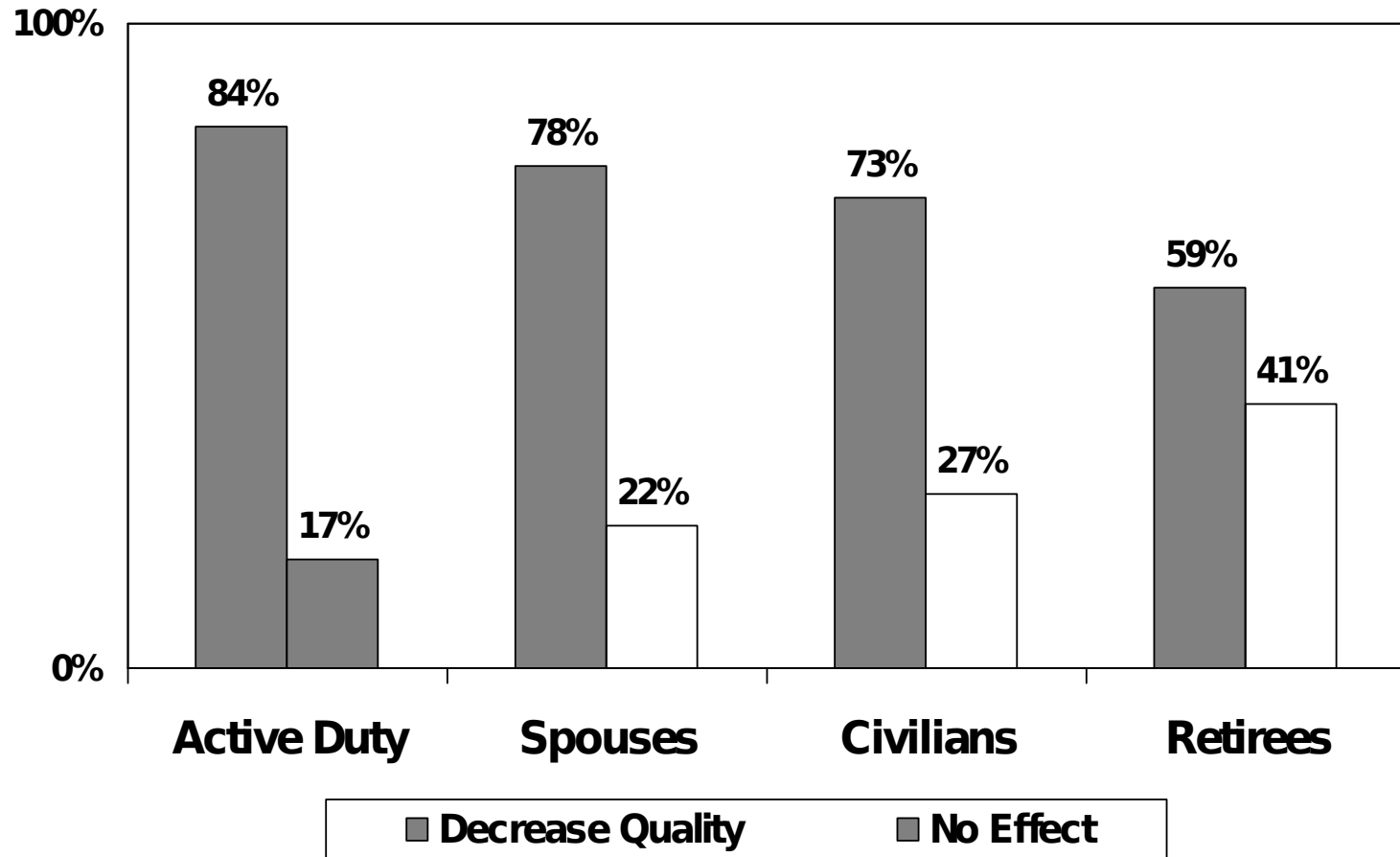
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Lewis



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	76%
Army Lodging	76%
Library	64%
Child Development Center	54%
Youth Center	50%
Athletic Fields	43%
School Age Services	39%

RV Park	63%
Golf Course Pro Shop	61%
Bowling Pro Shop	53%
Golf Course Food & Beverage	51%
Car Wash	49%
Golf Course	47%
Clubs	43%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	18%	16%	19%	9%	16%
E-mail	23%	12%	21%	7%	17%
Friends and neighbors	27%	34%	28%	23%	27%
Family Readiness Groups (FRGs)	17%	23%	6%	1%	12%
Bulletin boards on post	43%	36%	45%	23%	37%
Post newspaper	27%	45%	49%	40%	37%
MWR publications	25%	24%	44%	30%	28%
Radio	3%	1%	2%	1%	2%
Television	3%	1%	2%	1%	2%
My child(ren) let(s) me know	4%	4%	1%	1%	3%
Other unit members or co-workers	37%	13%	33%	7%	25%
Unit or post commander or supervisor	27%	6%	7%	1%	14%
Marquees/billboards	29%	24%	30%	19%	25%
Flyers	38%	27%	64%	30%	37%
Other	7%	14%	8%	13%	10%
I never hear anything	12%	12%	5%	24%	14%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	74%	78%
Better Opportunities for Single Soldiers	35%	N/A
Army Community Service	58%	53%
MWR Programs and Services	76%	84%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Lewis

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	52%	86%	14%
Outreach programs	56%	74%	26%
Family Readiness Groups	78%	76%	24%
Relocation Readiness Program	67%	89%	11%
Family Advocacy Program	70%	82%	18%
Crisis intervention	59%	74%	26%
Money management classes, budgeting assistance	66%	75%	25%
Financial counseling, including tax assistance	69%	84%	16%
Consumer information	39%	71%	29%
Employment Readiness Program	50%	66%	34%
Foster child care	30%	62%	38%
Exceptional Family Member Program	64%	79%	21%
Army Family Team Building	64%	76%	24%
Army Family Action Plan	50%	71%	29%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	50%	85%	15%
Outreach programs	49%	78%	22%
Family Readiness Groups	82%	80%	20%
Relocation Readiness Program	69%	95%	5%
Family Advocacy Program	68%	81%	19%
Crisis intervention	52%	73%	27%
Money management classes, budgeting assistance	59%	83%	17%
Financial counseling, including tax assistance	67%	91%	9%
Consumer information	30%	90%	10%
Employment Readiness Program	57%	85%	15%
Foster child care	24%	86%	14%
Exceptional Family Member Program	61%	88%	13%
Army Family Team Building	59%	94%	6%
Army Family Action Plan	43%	93%	7%

* Percentage of Spouses of Active Duty member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	49%	47%
Personal job performance/readiness	47%	49%
Unit cohesion and teamwork	47%	47%
Unit readiness	54%	55%
Relationship with my spouse	42%	48%
Relationship with my children	44%	50%
My family's adjustment to Army life	45%	55%
Family preparedness for deployments	50%	63%
Ability to manage my finances	39%	36%
Feeling that I am part of the military community	47%	43%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	85%	81%
Helps minimize lost duty/work time due to lack of child care/youth services	79%	80%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	63%	72%
Allows me to work outside my home	67%	77%
Allows me to work at home	56%	68%
Offers me an employment opportunity within the CYS program	50%	64%
Allows me/my spouse to better concentrate on my/our job(s)	78%	79%
Provides positive growth and development opportunities for my children	84%	88%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	28%
Personal job performance/readiness	34%
Unit cohesion and teamwork	28%
Unit readiness	29%
Ability to manage my finances	24%
Feeling that I am part of the military community	33%
Relationship with my children (single parents)	26%
My family's adjustment to Army life (single parents)	18%
Family preparedness for deployments (single parents)	25%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	63%
Entertaining guests at home	56%
Internet access/applications (home)	54%
Going to movie theaters	51%
Going to beaches/lakes	42%
Walking	39%
Special family events	36%
Gardening	36%
Cardiovascular equipment	33%
Weight/strength training	29%

Top 5 for Spouses of Active Duty

Entertaining guests at home	71%
Internet access/applications (home)	70%
Going to movie theaters	62%
Watching TV, videotapes, and DVDs	62%
Going to beaches/lakes	53%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	70%
Going to movie theaters	56%
Special family events	54%
Entertaining guests at home	54%
Internet access/applications (home)	47%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	59%
Entertaining guests at home	54%
Internet access/applications (home)	52%
Going to movie theaters	51%
Going to beaches/lakes	40%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	67%
Walking	51%
Gardening	47%
Entertaining guests at home	46%
Internet access/applications (home)	46%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	14%
Soccer	9%
Softball	8%
Volleyball	8%
Touch/flag football	8%

Outdoor Recreation

Going to beaches/lakes	42%
Picnicking	28%
Camping/hiking/backpacking	26%
Fishing	21%
Bicycle riding/mountain biking	18%

Social

Entertaining guests at home	56%
Special family events	36%
Night clubs/lounges	27%
Dancing	25%
Happy hour/social hour	24%

Sports and Fitness

Walking	39%
Cardiovascular equipment	33%
Weight/strength training	29%
Running/jogging	26%
Bowling	21%

Entertainment

Watching TV, videotapes, and DVDs	63%
Going to movie theaters	51%
Attending sports events	28%
Festivals/events	26%
Plays/shows/concerts	22%

Special Interests

Internet access/applications (home)	54%
Gardening	36%
Automotive detailing/washing	29%
Digital photography	28%
Computer games	26%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST*

Fort Lewis

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	27%	N/A	27%
Internet access (library)	24%	N/A	24%
Cardiovascular equipment	23%	10%	33%
Reference/research services	22%	N/A	22%
Weight/strength training	20%	9%	29%
Study/self development	20%	N/A	20%
Running/jogging	19%	7%	26%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

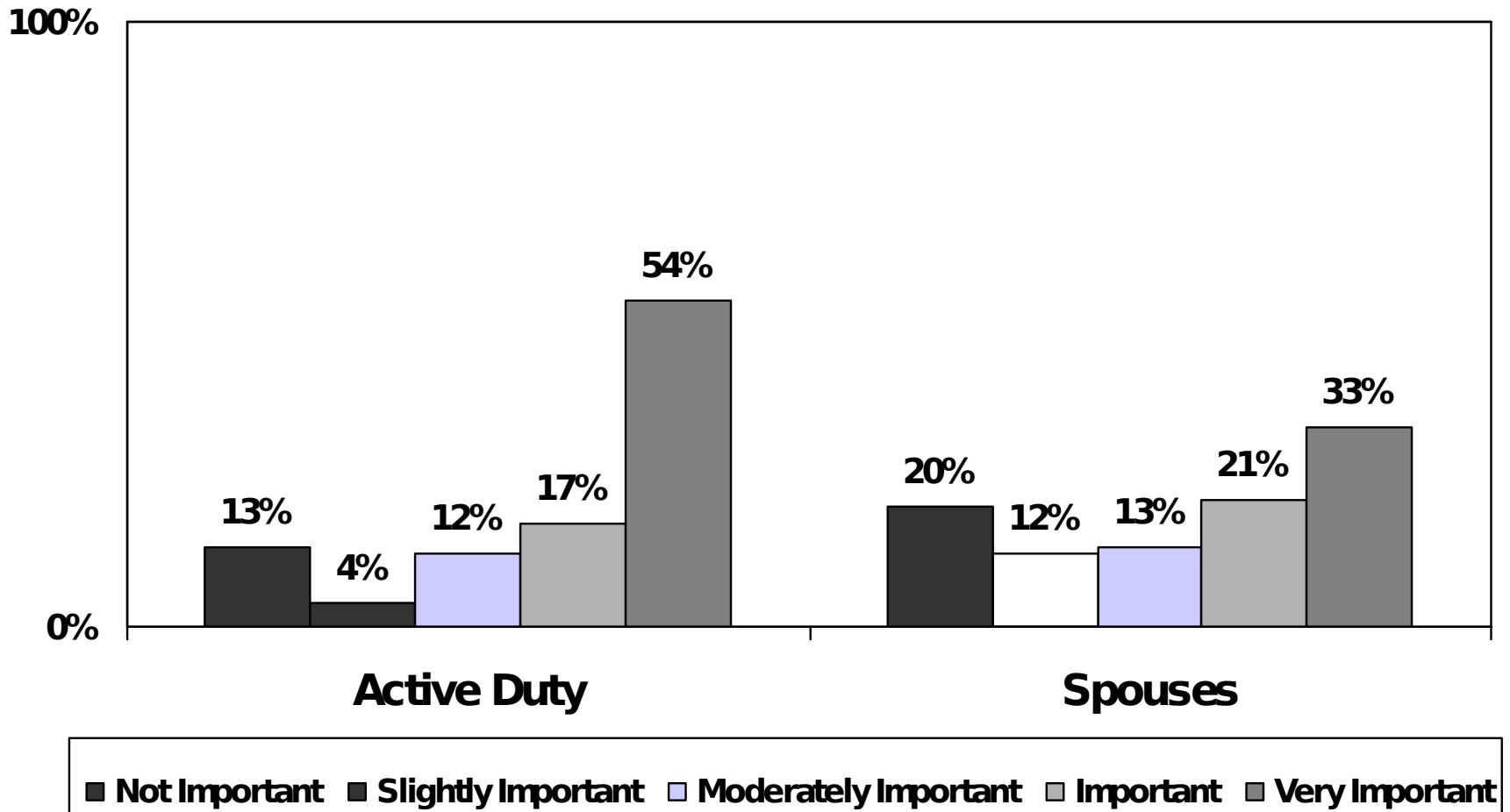
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ACTIVITIES	PARTICIPATED PRIMARYLY ON POST	PARTICIPATED PRIMARYLY OFF POST	PARTICIPATED PRIMARYLY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	3%	44%	54%
Gardening	2%	2%	31%	36%
Automotive detailing/washing	10%	6%	13%	29%
Digital photography	1%	7%	20%	28%
Computer games	2%	3%	22%	26%
Automotive maintenance & repair	6%	8%	10%	24%
Trips/touring	1%	17%	0%	18%

*Top 7 special interest activity preferences ranked by overall participation.

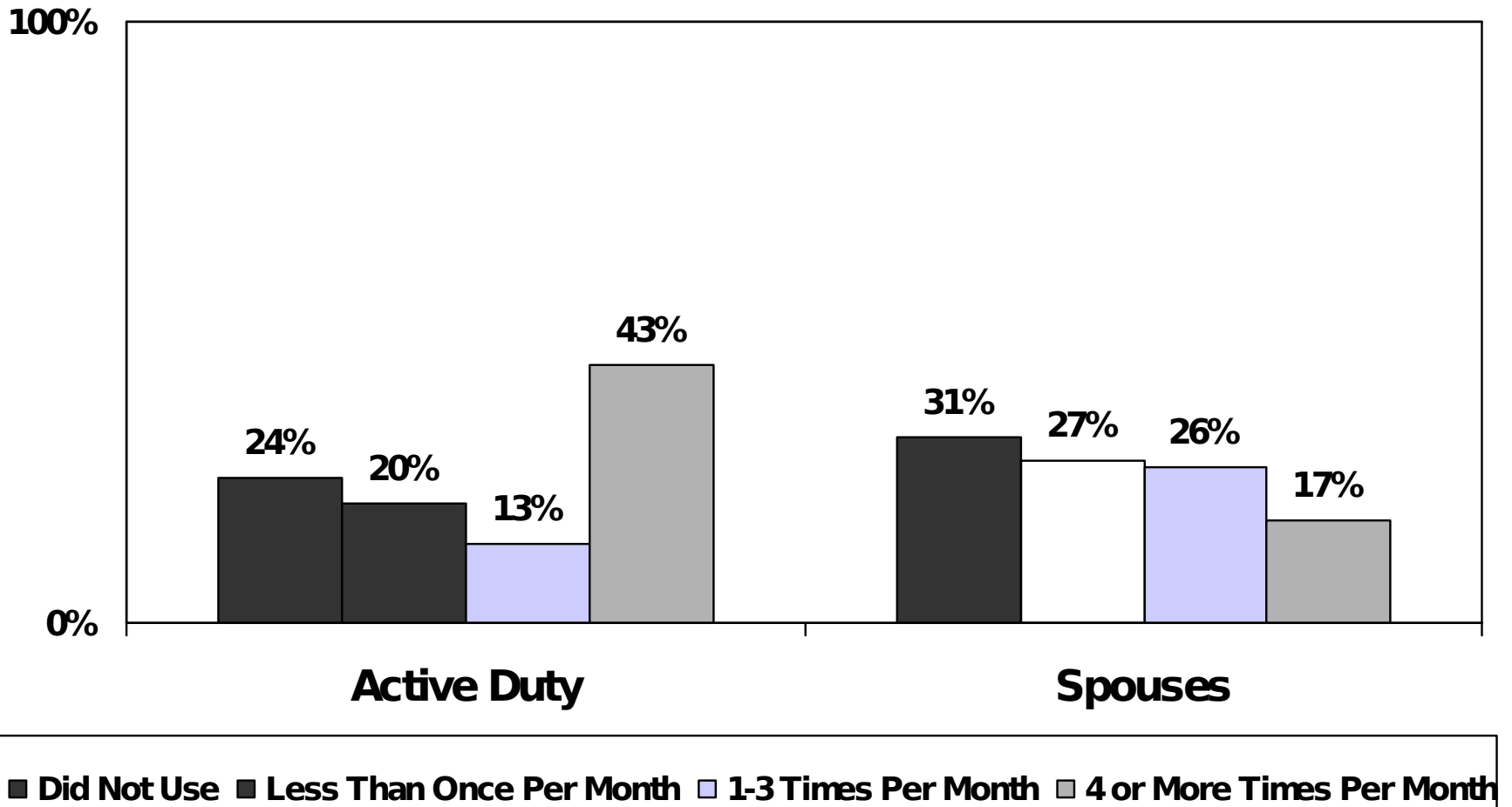
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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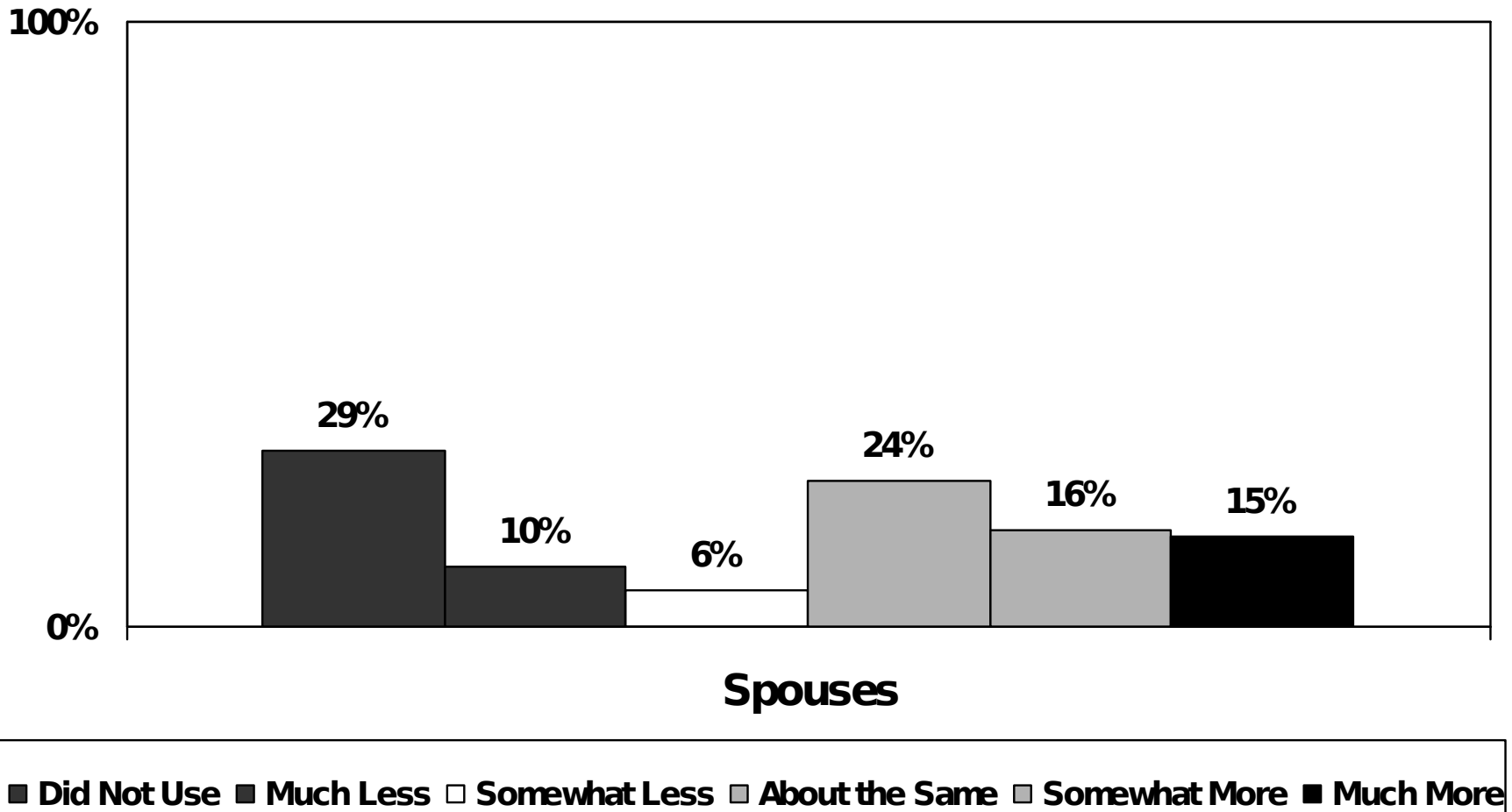
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	25%
Probably will not make military a career	8%
Undecided	17%
Probably will make military a career	17%
Definitely will make military a career	33%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	14%
Not Sure	23%
Yes	63%

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)